



"Sarah's energy, enthusiasm, warmth and humour engaged me from the outset; she is creative, resourceful and has been an amazing champion of my potential and challenger of anything that gets in the way of me realising this. I can highly recommend her".

How Coaching Can Make a Difference

How you think and act as a person has a huge influence on your professional life and career. By developing a greater understanding yourself – your personal strengths and convictions as well as your shortcomings or vulnerabilities – can help you become a more impactful, human and believable leader.

I have a particular interest in courage and confidence in personal and professional leadership – working with clients to identify and play to their strengths, helping to connect them with their “best selves” and to hone the personal resourcefulness and resilience required of their leadership roles.

Recent Assignments

- Coaching a director in large media agency focusing on how to constructively challenge out-dated thinking & lead with authenticity
- Coaching a leader in culture and heritage sector to build emotional intelligence & improve working relationships with peers & direct reports; to build on strengths & release untapped personal potential
- Coaching a director in the public sector focusing on how to shift from tactical to strategic priorities & lead authentically whilst balancing multiple priorities
- Coaching a senior health care professional, building resourcefulness & resilience to lead a team through a major change

Coaching Specialisms

- Responding to leadership challenges in a context of a new or changing role
- Leading from personal strength – developing an understanding of & playing to strengths
- Uncovering authentic leadership voice – courageously leading in own style
- Maintaining leadership vision in the context of demanding workloads & digital disruption
- Developing & maintaining personal resourcefulness and resilience in high pressure environments
- Creating high performing teams – moving teams from fine to great
- Improving team productivity & team spirit
- Developing shared leadership vision & values

Business Experience

- A 20 year marketing career, paralleling my coaching and leadership development endeavours, working for organisations including Coca Cola Schweppes, Macmillan publishing and latterly the British Library as Head of Audience Development and Brand.
- Over 8 years' experience coaching and developing leaders in the commercial and not-for-profit sectors
- Over 12 years' senior level marketing experience drawn from the technology, publishing, education and heritage/culture sectors
- Track record in leading change programmes including implementing restructures and brand identity programmes

Qualifications and Accreditation

- Certified Professional Co-Active Coach (CPOCC) accredited by the International Coaching Federation (ICF)
- Certified Team Performance Coach (TCI)
- CIPD qualified Trainer and trained Facilitator
- NLP Master and Business Practitioner
- Qualified MBTI Step 1
- Realise2 Strengths Practitioner
- ORSC & Constellations
- PG Cert. in Management